

GEM

MADE IN U.S.A.



(1)
Art Wood
Case



(3)
French Ivory
Flat Case



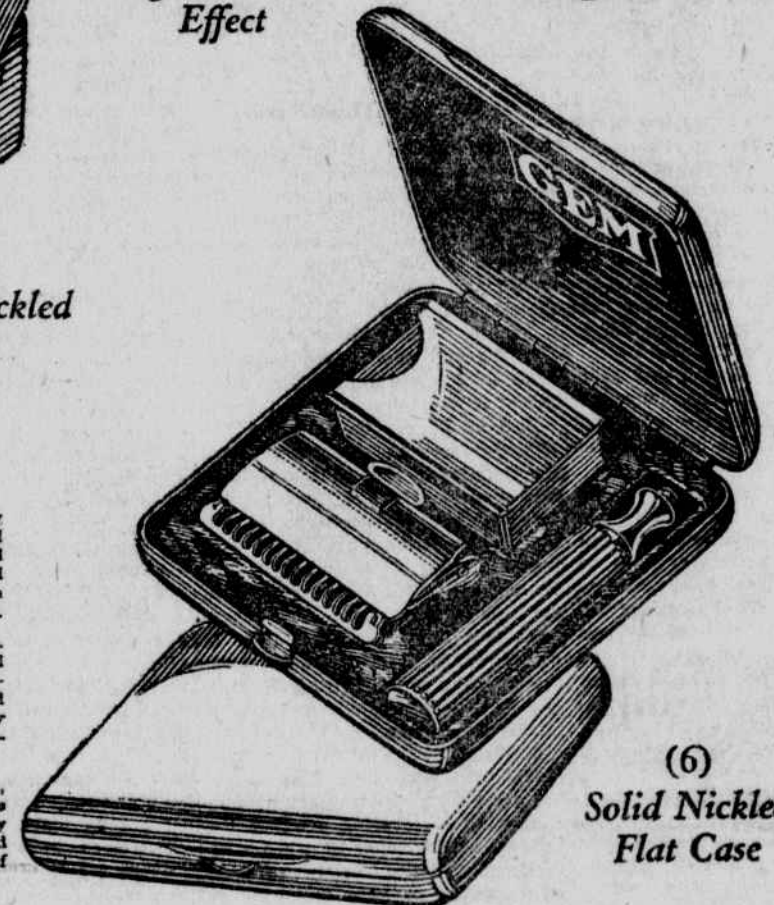
(4)
Solid Nickled
Case



(5)
Light Leather
Effect



(2)
Black
Leather Effect



(6)
Solid Nickled
Flat Case

The Gem De Luxe Big Six

- 1 GEM CONQUEROR—Highly polished, piano finished, solid Art Wood case, triple nickled razor, big solid handle and supply of Gem Double Life Blades in nickel blade sheath—\$1.00 complete.
- 2 GEM WINNER—A compact, square, bevelled case, Black Leather effect, lined with royal purple satin and velvet, and fitted with triple nickled razor, big solid handle and nickel sheath holding supply of blades—\$1.00 complete.
- 3 GEM SUPREME—Flat model, sanitary French Ivory case with highly finished, triple nickled razor, big solid handle and sheath containing supply of blades, compartment arrangements for contents. Case can be washed. \$1.00 complete.
- 4 GEM PEERLESS—Metal case, highly nickled, luxuriously lined with royal purple velvet, containing highly polished triple nickled razor, big solid handle and nickel sheath holding supply of Gem Double Life Blades—\$1.00 complete.
- 5 GEM VICTOR—Extension base case. Pigskin Leather effect covering, lined with royal purple satin and velvet, containing highly nickled razor, big solid handle and nickel sheath holding supply of Gem Double Life Blades. \$1.00 complete.
- 6 GEM TRIUMPH—Thin, graceful, brightly polished, triple nickled cigarette case, lined with velvet and satin, snugly fitted with highly nickled razor, big solid handle and sheath holding supply of blades. \$1.00 complete.

GEM

\$3.00

De Luxe

now \$1.00

Special! for limited time—\$1

YOUR dealer is authorized to sell the wonderful new GEM \$3.00 models for \$1.00 (complete).

While it lasts, this is the Safety Razor opportunity of a life-time. These new GEM De Luxe models are built to \$5.00 specifications throughout. At \$1.00 the value is simply marvelous. We reserve the right to cancel this \$1.00 price without notice, and to re-establish the \$3.00 price for GEM De Luxe Safety Razors.

Six Models To Choose From

Built Like a Watch, Encased Like a Jewel!

Ask your dealer to show you the GEM De Luxe Big Six. You will see a line of shaving outfits which, in quality, efficiency, completeness and sheer, superb beauty, have never been equalled at any price. You will see razors built like watches and encased like jewels—in bright metal, lined with richest velvet—in flat pocket cigarette cases for which the price of \$1.00 hardly covers the manufacturing cost of the case—in rare natural woods and leather effects that would fully justify fancy prices.

The real test of a razor is in the shave—and the GEM De Luxe is absolutely guaranteed to give you the coolest, cleanest, quickest and most com-

fortable shave—or your dealer will return your dollar, without question or quibble. We make this guarantee, first because the new GEM De Luxe is the most forward step in razor designing—and second, because the GEM Double Life Blades possess the keenest cutting edge known to science.

Remember, the offer is limited. Act quickly. No dealer's supply will last long at this price. Wise shavers will buy not one, but two or three of these marvelous outfits—one for every day use, one for traveling and one to keep at the club or office. Thousands of men and women will buy them for gifts. There's a style to suit every taste—Get Yours Today.

GEM SAFETY RAZOR CORPORATION, BROOKLYN, N. Y.

GEM DOUBLE LIFE BLADES, 7 for 50c